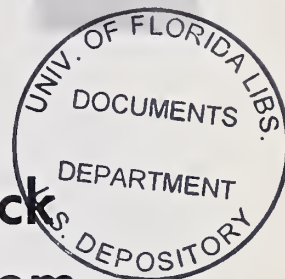




Recruiting

JOURNAL OF THE UNITED STATES ARMY



Quality Comes First!

Initial procurement by the Army Recruiting Service thus far in FY 60 has evidenced a continuation of the same fine efforts that marked FY 59 attainments. In the reenlistment area, first quarter attainments fell off markedly in comparison with FY 59 results and more nearly approximate FY 58 results.

Current efforts by major commanders reflect an even greater interest in enlistment efforts and a marked and heartening increase of emphasis in the reenlistment area, the combination of which fore-shadows even greater enlisted procurement results.

In any such period of emphasis on procurement and retention, a word of caution is in order relative a possible inclination on the part of overzealous enlistment/reenlistment counselor personnel to effect a compromise with existent standards in furtherance of their efforts.

An increasingly important factor in the attractiveness of today's Army to the desirable non-prior service applicant and to the prospective reenlistee is our current emphasis on quality. There can be no question that quality attracts quality, and this thesis is becoming of marked import in all enlisted procurement efforts. Consequently, any compromise with existent enlistment/reenlistment standards can only serve to the detriment of the Army as a whole. In the final analysis each recruiter/reenlistment counselor must consider his prospective enlistee/reenlistee not only from the standpoint of his meeting the prescribed minimum standards, but also from the standpoint of the individual's ability to measure up in a positive manner to an even more stringent question voiced only in the mind of the recruiter/counselor: "Is this an individual whom my commander would want in his unit?" Should the answer to this mental question be anything other than in the affirmative from the mental, physical, or moral standpoint, the Army does not need—or want—the individual regardless of his having met the "book" standard.

Taking Up The Slack In Distribution System

To expedite the delivery of a "hot lead" coupon or inquiry that has been received by Publicity Branch, MPPD-TAGO, to a recruiter who may convert the lead into a prospect, a new procedure has been implemented by MPPD-TAGO to take the place of an old system that delayed such deliveries as much as several weeks.

Under the old procedure, requests for recruiting publicity materials in answer to magazine ads and other advertising were screened and tabulated at MPPD-TAGO, then forwarded to The Recruiting Publicity Center, New York. RPC, in turn, would mail the materials requested and forward the inquiries to the MPPD's concerned for follow-up by local recruiters.

This procedure was a time-consuming method and often delayed a visit from the local recruiter to the prospect until he was "out of the mood."

Under the new procedure, all such requests will be forwarded promptly from Publicity Branch, MPPD-TAGO, to the appropriate Military Personnel Procurement Officer, who will forward them to the appropriate recruiting main station for delivery to the local recruiter. The recruiter can then personally deliver the requested materials to the person requesting them. This not only insures much faster delivery but also gives a personal touch to the follow-up.

Requests from educators and school counselors for bulk shipments will be handled as in the past, with screening and evaluation by Publicity Branch, MPPD-TAGO, and shipments made by The Recruiting Publicity Center, New York. Requests of these educators usually involve quantities of several publications listed on a form used for the purpose. However, requests from educators for single items, or small quantities of material, may be forwarded to the recruiters for handling.

Ample stocks of materials usually requested by civilian inquirers will be available at recruiting main stations. The first materials for the Spring High School campaign have already been shipped to the field and ample stocks for re-supply will be available, as shown in listing in The RECRUITING Journal, "Now Available For Requisitioning From MPPD-TAGO," which is carried in the Publicity Props section.

If a recruiter should happen to be temporarily "out of stock" on a requested item, he should be able to substitute from materials at hand. At any rate, he should waste no time in calling on the "hot lead" to deliver materials and discuss them in detail. The essential element is to get the local recruiter in direct contact with the "hot lead" in as short a time as possible after the inquiry has been mailed to MPPD-TAGO.

Want To Travel?

MAAG and Mission tours now offer unlimited opportunities for Army enlisted personnel, according to the current issue of the Army Personnel Letter.

The Letter says that soon-to-be-distributed AR 614-212 outlines the procedures for nominating and selecting enlisted personnel for duty with military missions, military assistance advisory groups, international headquarters, and joint headquarters.

"Policies and procedures announced in the regulations make available to more personnel the opportunity to serve in these interesting and highly important headquarters," the Letter says. "And one of the important new provisions is that members of the Women's Army Corps may volunteer."

did you know?

by the editor . . .

EXTRACTS from a military dissertation of 1770 carried the following precepts about a private soldier:

1. If he hath not served before he ought to be between twenty and thirty years of age, for it is hard to train old Novices.
2. He ought to be of a strong, lusty, and well-shaped body, and he ought to have a good face and good limbs.
3. He ought to be free of all Infamy, and Scandal, and of a good report in the Town, Village, or Country, where he was born and bred.
7. He ought to watch carefully and examine narrowly his actions, and Inclinations, that he may do nothing in Relation to the service or in his personal Comportment as a soldier, which might hinder his preferment and which he would be ashamed of if he should come to be an Officer, and he should shun all occasions of giving or receiving affronts by a sober, modest, and civil behaviour, and by carefully eviting the company and conversation of disorderly, and debauched fellows. Joyning himself to those of whom he may learn something of his Duty to God, his Prince, Officers, etc.
8. He ought to employ his spare time in learning to read, and write, that he may use the help of Books for his improvement, and that he may be the more capable to do the duty of Corporal or a Sergeant.
10. He ought to be ready and willing to be commanded without examining into the danger, or Inconvenience of his tour, and never to allow another to do his duty, and to reproach such of his fellow soldiers as do the service rather by constraint, than by the persuasion of Honour, and Probity as their Duty.
16. He ought to understand the different beatings of the Drum and punctually obey them, that he may never occasion any disorder in the Company, or the Battalion.

Recruiting

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5th of each month

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No. 2

Long Gray Line of '61

Willing to "stand in line" for education and a top career? Then, if you are an Army enlisted man, Reservist, the son of a member of the Armed Forces who died as a result of war duty, the son of a person awarded the Medal of Honor, you should apply now.

May 21, 1960 is the last date that an applicant can take the required test for nomination as a candidate to West Point in July, 1961. Qualifications necessary for admission are outlined in AR 350-55.

West Point's "Long Gray Line" is one you'll be proud to stand in . . . it's a line of inspiring traditions that can lead you to a college degree, a commission in the Regular Army and a military career.

This line to success is short . . . just four years of training and education at the United States Military Academy lead you directly to a Bachelor of Science Degree in the Regular Army as a second lieutenant.

There's no waiting in this line either. As an enlisted man, with the proper qualifications, your application to attend West Point will receive prompt consideration. Applications received by June 30 enable you, if selected, to join the next entering class of the preparatory school.

Get ready now to "line up" with the best . . . join West Point's "Long Gray Line" of outstanding young men who are going places with the United States Army.

Time in Grade Now Official

Previously announced time in grade requirements for promotion to the two highest enlisted pay grades have now been made official with the publication of Change 5, AR 624-200. This new directive affirms that to be eligible for temporary promotion to E-9, enlisted personnel must complete 16 months in grade E-8; and to be eligible for E-8, must complete 14 months in E-7.

Future Engineers

Any Army officer, enlisted man or civilian employee who meets the requirements of any State for Engineer-in-training or for Professional Registration can now enroll in the Army Engineer School's *Department of Non-Resident Instruction*, Fort Belvoir, Virginia, for the "Resident Professional Engineer Preparatory Course." The course is designed to further the professional development of military and civil service personnel. Three thousand students have already registered.

New Advertising Contract

Secretary of the Army Brucker announced in early January that the national advertising contract for the U. S. Army Recruiting Service will be negotiated during the next five months. Award of the contract will be made about July 1, 1960 and will cover the period July 1, 1960 to June 30, 1961, with two renewable one-year options.

The current advertising contract has been held by Dancer-Fitzgerald-Sample, Inc., since July 1957, but this agency has serviced the account continuously since October 1952.

"All For One" Poster

DA Poster 355-4, "All For One," which emphasizes the "One Army" theme, will be distributed to the Army Recruiting Service sometime this month. This poster illustrates unity of all components of the Army—Active Army, Army Reserves, and Army National Guard, as comprising One Army, one team, with one goal.

Five thousand of these posters will be distributed to the RMS's by TAG Publications Centers for further distribution by Army Recruiters to Veteran and Civic Organizations to emphasize National Defense Week, February 15-22.

No re-ordering from MPPD-TAGO is possible, and the posters are not for Camden board posting.

Spaces Available In Six-Month Program

Due to mid-year graduations from both high school and college, this month and next month are key periods for the recruitment of young men who can fit their active duty service into educational or post-educational plans.

Have You Answered?

Have you mailed back the card we forwarded you inquiring about your correct address and the number of copies of this publication you desire? *If not, do so at once.* Otherwise your name will be removed from the mailing list.

We have been endeavoring to keep our mailing list up-to-date and we shall strive for correctness in the future. If you change your address or need more or less copies, be sure to inform us immediately. There's no red tape; a postcard will suffice.

An Outstanding Accomplishment

By Dallas Recruiting Main Station

The Independence of Texas wasn't won by all who were there at the time; in fact it took only a few—so say the citizens of that great State, and we believe them.

Now comes word of another outstanding accomplishment by a few—this one in Army recruiting.

The Recruiting Main Station of Dallas has continued to exceed its monthly objective since December, 1956, or a continuous period of 36 months.

It all began with Maj Adam Collins who was main station commander when a 26-month mark was set at the end of January, 1959.

Lt Col Russell E. Gray, the major's successor at Dallas, has carried on the tradition to bring the station to the three-year mark.

Success in the Dallas area hinges on five prime ingredients—experienced personnel, teamwork, hard work, follow-up, and competition.

Experienced recruiters who have been with the station for the full 36-month period, with duty station, are: MSgt Morgan F. Butts, Tyler; MSgt Maurice N. Giezentanner, MSgt Jack L. Henderson, and MSgt (E8) Arthur F. Pickering, all of Dallas; MSgt George Poertner, Jr., Paris; MSgt Connie L. Wallace, Tyler; and MSgt Alvin L. Yoakum, Fort Worth. Sergeant Pickering is now chief recruiter at the Dallas USARMS. The majority of the others are NCOIC's at their respective recruiting stations.

Each of the men has enlisted over 200 individuals during the past three years. Sergeants Giezentanner and Henderson have each enlisted over 300.

Production records of the recruiters, by objective, number enlisted, and over-all percentage are: Henderson — 235-346-147.2; Pickering—151-211-139.7; Giezentanner—229-303-132.3; Poertner—198-249-125.7; Yoakum — 183-226-123.4; Butts — 205-243-118.5; and Wallace — 207-241-116.4. Sergeant Pickering was not on quota for the last four months of the period, having advanced to chief recruiter in August.

A portion of the recruiters' success is attributed to two other experienced men, MSgt (E8) Robert L. Polk, sergeant major, and MSgt (E8) Arnold H. Lotz, recruiting supervisor. Both men have as-



OVER THIRTY-FIVE years of recruiting experience in the Dallas area is represented by this group. Lt Col Russel E. Gray, (center) commanding officer, Dallas USARMS, stands with area personnel who are: (left to right) MSgt Alvin L. Yoakum, 3 years, 3 months; MSgt George Paertner, Jr., 3 years; MSgt Connie L. Wallace, 3 years, 6 months; MSgt (E8) Arnold H. Lotz, 5 years, 1 month; Calanel Gray; MSgt (E8) Arthur F. Pickering, 3 years, 3 months; MSgt Jack L. Henderson, 6 years, 10 months; MSgt (E8) Robert L. Polk, 5 years, 8 months; MSgt Maurice N. Giezentanner, 3 years, 3 months; and MSgt Margan F. Butts, 3 years, 7 months. A total of 39 years, 5 months.

sisted recruiters following an old slogan with a new twist, "The difficult we do today, the impossible we also do today." Sergeant Lotz has been particularly helpful to area recruiters in "reselling" the prospect once he gets to the main station. Both men have been with the Dallas RMS for over five years.

Working as a team, all of the personnel are motivated by their past accomplishments and are striving for a continuous four year attainment of 100 percent. Where civilian organizations make use of sales meetings, the Dallas USARMS holds main station conferences to bring the team together to better accomplish its objective. Teamwork begins with the individual recruiter and extends through to Colonel Gray.

Hard work is exemplified by the recent actions of one recruiter, who is fairly representative of each recruiter in that area. Returning home to a late supper from a 50-mile trip, the sergeant received a call from a prospect 45 miles away. He finished his supper, made the 90-mile round trip, and enlisted the prospect.

His remark about what he considers

a routine event, is, "No matter what hour of the day or night it is, the only time a man will enlist is when you can convince him that the time is not tomorrow, or next week, but right NOW." Dallas recruiters have found that the majority of "walk-ins" are people who cannot qualify for enlistment. It is necessary to go out and seek the qualified men even though it sometimes means a 16-hour workday.

Follow-up is another important aspect of recruiting in the Dallas area. Recruiters work on a basis of close contact with the prospect. Even if a man cannot qualify for an enlistment, he is paid periodic visits. Many rejects have provided recruiters with valuable prospect leads.

Competition is also an important factor in Dallas' success. The area is divided into an eastern and western sector. Sergeant Pickering heads the eastern team and MSgt Charles E. Field leads the western team.

Both teams are in competition with each other, not to determine which team will get 100 percent, but which team will get 100 percent FIRST. Combined, they form a winning team.

Rangers Prime Attraction at North Florida Fair

Fort Benning's U. S. Army Rangers joined with the local Army recruiter in the Tallahassee, Florida, area and invaded that city with one of the most unusual exhibitions ever staged by the Recruiting Service in the Florida area.

Each year SFC Everett M. Fielder, the area recruiter, makes sure to participate in the North Florida Fair as it is the largest event of its type in the area. Having previously used all available exhibit units, this year he had to come up with something new that would still gather publicity for the Recruiting Service and its mission.

This is where 1st Lt Robert Short, USAIS, Fort Benning, and a group of U. S. Army Rangers entered the picture.

Through the efforts of The Honorable Robert L. F. Sikes, United States Congressman from the Capitol City area, it was arranged to have a group of Army Rangers appear at the North Florida Fair complete with a menagerie of snakes, turtles, alligators, opossums, raccoons, wildcats, and various other wild animals.

Mountain Division Camp

There were Rangers on hand from the mountain division training camp at Dahlonega, Georgia, who, with a specially constructed tower and sawdust pit, demonstrated to the citizens of North Florida and South Georgia the techniques used to move both supplies and injured troops up and down mountain sides and across rivers and streams.

Fort Benning Division

From the home of the U. S. Army Rangers at Fort Benning came a group which demonstrated the use of hand-to-hand combat in disarming an assailant who is armed with a knife, pistol or any other weapon. This group also demonstrated use of the famed "pugo stick" method of training men to strike down an enemy by using a rifle.

Auxiliary Division — Wildlife

From the auxiliary training division camp at Eglin AFB, Florida, came the Army's "toughest troopers" with reptiles including everything from seven-foot snakes to a ninety-five pound snapping turtle. Capt William Cairns and Sgt James Manship of this division demonstrated how the Rangers handle these reptiles when attempting to capture or destroy them.

Publicity for the Ranger Team

Mr. Tom Raker, publicity director for the North Florida Fair, was instrumental in getting many news releases in newspapers across Northern Florida and Southern Georgia connecting the appearance of the Rangers with the local Army recruiter.

Mr. Lloyd Rhoden, director of the North Florida Fair activities, commented on the appearance of the Rangers by saying, "We are pleased to have the men of the Army Rangers participate in the festivities." He added, "Everyone who has seen their

demonstrations has been highly complimentary of the men and their leaders."

More Military Power Displayed

In addition to the demonstrations by the Rangers, Third U. S. Army Recruiting District had on display the "Progress Exhibit Unit" highlighting U. S. Army missiles and "Explorer I" satellite with Juno II exhibit. This exhibit was manned by the local recruiter, Sergeant Fielder, assisted by MSgt Max Fair, driver of the unit.

Another outstanding military attraction which raised many questions during this five-day event was a fourteen diorama exhibit of U. S. Army missiles and their objectives in the defense of our country and preservation of peace. This exhibit was furnished by the U. S. Army Exhibit Unit, Cameron Station, Virginia.

Appearance of these two exhibits and the performances by the Rangers were publicized on radio, television and in newspapers throughout the entire area.

A most successful performance by a group of military men has been made as the result of another alert and publicity-minded recruiter.

Sergeant Fielder reports having enlisted two prospects contacted at the exhibit during the exposition and a number of prospect cards were obtained. He indicated that these are for the "lean months" ahead. Incidentally, the two enlistees were for Special Forces—U. S. Army Rangers.



STANDING IN A DOWNPOUR, more than 3,000 spectators view performance by U. S. Army Rangers at North Florida Fair, Tallahassee, Fla. SP4 James Burtan demonstrates to both young and old the technique employed to counter a "full Nelson" by teammate Sgt Billy Brattan.



CAPT WILLIAM CAIRNS of the Ranger Department shows off a 90-lb. alligator snapping turtle, one of the more than 30 reptiles put on display by the Rangers during their presentation at the North Florida Fair.

Army Participates in MacArthur Exposition Of Aviation and Industry

The New York City USARMS recently participated in the MacArthur Exposition of Aviation and Industry at the Mac Arthur Airport in Islip, Long Island, New York.

Members of the publicity office of the USARMS were able to obtain an unusual array of displays, special features and other information materials for the large crowds.

Despite heavy rains which fell during the Exposition's five-day run, an estimated 70,000 people saw the exhibits.

The exhibits presented by the U.S. Army included "Operation Score," which was created by the Fort Monmouth Presentations and Intelligence Branch. This display measures 8x18 feet.

Other exhibits were a fashion show of Women's Army Corps uniforms, a medals and decorations display, replicas of the Army's missiles, and a battle diorama showing the U.S. Infantry "in action."

The biggest crowd-pleaser was the U.S. Army's "Missile Master," also created at Fort Monmouth. This display shows the complete sequence of missile work including the tracking, surveillance and interception of enemy aircraft; the display also shows a remarkably realistic missile launching.

On the fairgrounds, the Army displayed the New York USARMS Mobile Recruiting Bus, a Nike Ajax on a portable launcher, a 65-foot Army Ordnance exhibit and four M-48 tanks.

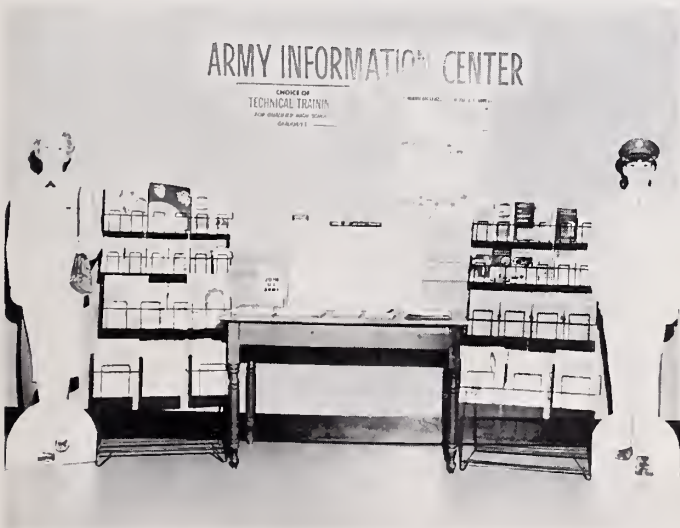


ARMY SIGNAL CORPSMAN from Fort Monmouth explains the workings of intricate "Missile Master" display to interested young spectators and their parents.



WAC FASHION SHOW at the MacArthur Exposition draws 10,000 spectators. SFC Kathleen Narcross (in Dress Blue uniform, right center) was fashion coordinator for the event.

Get Your Information Here



Army Information Center at Balivar, Mo., established and maintained by MSgt Emiel R. Ellison and MSgt Louis L. Kellihon, Springfield, Mo., recruiters.



Army Information Booth set up at the Northwest Missouri Fair, Bethany, Mo., by MSgt Rolland H. Willis, recruiter of St. Joseph.

Re-Up Roundup



Many career counselors and reenlistment officers have expressed a desire for a separate publication devoted exclusively to reenlistment information. Such a publication is not possible at this time, but we can and will provide a column in the *Recruiting Journal* for the purpose. With this issue we launch *Re-Up Roundup* as a monthly information clearing house for reenlistment information. The column will print advance notice of new reenlistment programs, news of new publicity aids and, most important, provide a means for exchange of your ideas.

Recent field trips by Department of the Army personnel have uncovered many unique and worthwhile ideas for promoting the reenlistment effort at the local level. Trouble is—most of these good ideas remain hidden at the local level when they could well be used on an Army-wide basis. If you think you've come up with something other people can use to advantage in the reenlistment program, send it in and let us pass it on in this column. Submit your contributions to *The Adjutant General, Department of the Army, Washington 25, D. C., Attn: AGSN-P*.

Speaking of good ideas, the latest in the "Leadership Counts" series of advertisements in the *Army Times* (Dec. 19 issue) illustrates a real opportunity for reenlistment personnel to improve morale among newly assigned personnel — and thus improve attitudes toward reenlistment. No need to tell most of you how important it is to have a good first impression of a new post. Many of you have experienced an indifferent or even hostile atmosphere on reporting to a new post, and know how the first impression colored your entire tour there. Would you reenlist for a post where your welfare was so lightly considered? Chances are you wouldn't — so how about taking a long look at reception procedures

for new personnel at your post. Does the reception plan set up an all-out effort to make the newcomer — and his family — feel welcome? Is some one on hand to help in locating quarters, securing privilege cards and the like? If not, you may have taken the first step toward patching up an important leak in your program. You might consider trying to sell your commander on the "Welcome Station" concept used so effectively at some Army posts. A "Welcome Station" is a building devoted to the unofficial reception of newly arrived personnel. It can be elaborate or simple as long as it performs the function of making new arrivals feel "at home." A cup of coffee and a friendly word from someone who really knows your post and surrounding area can go a long way toward setting the stage for a reenlistment.

In answer to many inquiries about the ACT Presentation, there will be no major revision this year due to budgetary limitations. There will be a page revision of the guide designed to bring the presentation into alignment with the new *Statistical Abstract*. When a complete revision is possible, the presentation may be issued in several formats to cover a variety of situations. Research indicates the existing ACT Presentation is inadequate in that it has little appeal for the first-term soldier—our primary reenlistment target. Several post reenlistment sections, notably at Fort Lewis, Washington; Fort Ord, California; and Fort Knox, Kentucky, have done an excellent job of adapting the presentation to suit local conditions, and have had considerable success in constructing an effective appeal to the first-term soldier.

RECAP (Reenlistment Central Assignment Plan) is here, and with it your biggest new reenlistment gimmick in years. Initial publicity, consisting of a teaser poster and a RECAP fact sheet, has been distributed to the field. The poster is

straight copy, reading RECAP, WHAT IS IT? WHAT CAN IT DO FOR YOU? YOUR CAREER COUNSELOR HAS THE ANSWERS. It is printed in attention-getting red, white and black, and is designed to create traffic to your offices. Make the most of this aid by getting the posters up where they can be seen. You'll be hearing more about RECAP as the year progresses.

Other publicity aids scheduled for early release include RE-UP Army bumper stickers in permanent Scotchlite (these are expensive and must be used only on bumpers); a Career Group option folder; a reenlistment wall chart listing RE-UP benefits, and several new posters. These will be distributed for the most part on a pro rata basis.

As indicated earlier, the ingenuity and initiative demonstrated by career counselors and reenlistment officers is a constant source of amazement. MSgt Heinz W. Frisch, able career counselor at Fort MacArthur, California, capitalized on the holiday season with a timely letter to prospects playing up Christmas and bonus. This is not a new idea but Sergeant Frisch added the personal touch by having the letters individually typed and signed personally. Capt Sidney C. Smith and SFC Robinson, RE-UP personnel at Fort Ord, California, spent many hours adapting the ACT Presentation to View-Graph slides with outstanding results. Write Captain Smith for further details of this project. Still another example of outstanding initiative is the RE-UP Army book matches found at Fort Jackson, South Carolina. Persuasive Capt Samuel Bennett, Fort Jackson reenlistment officer, developed the idea and sold it to the Post Exchange people.

Reenlistment Competition 1 July - 30 November 1959

ZI Armies and MDW	Standardized Immediate Reenlistment Rate
1—Sixth Army	36.6
2—Third Army	36.3
3—Second Army	36.2
4—Fourth Army	33.4
5—Fifth Army	33.3
6—M.D.W.	29.7
Technical Services Corps	
1—Quartermaster	46.1
2—Chemical	35.9
3—Medical	33.5
4—Transportation	32.9
5—Engineer	32.1
6—Signal	31.4
7—Ordnance	28.2

RE-UP's at Benning



The Fort Benning, Ga., reenlistment rate for the last three months of 1959 showed a sharp increase over the same period last year. Talk by recently reenlisted noncommissioned officers on post indicates that the proficiency pay program, hopes for better promotion outlook within the next three years, and the ability of career counselors to explain benefits of many new or critical career fields have helped establish the higher retention rate. These three reenlistees signed up for six more years each. Left to right are SP4 Lorry Vaughn, SSgt Jerry Sauls, and SSgt James I. Webster. Giving the Oath is Col Bryon C. T. Fenton, commander of Martin Army Hospital.

30th Infantry Re-uppers



In a ceremony held at Fort Sill, Okla., six first-term RA's are reenlisted for periods of three to six years. Swearing in the men is Capt Jack D. Sellin, Battle Group adjutant. The men are (left to right) SP4 Olai Vonderpon, Pvt Otis W. Storr, PFC Robert L. Fisher, SP4 Francis A. Almond, PFC Ernest L. Roy, and PFC Lloyd Williams, Jr. Looking on at the left is MSgt John E. Sochor, Battle Group career counselor.

An Excellent Harvest



The 793d Military Police Battalion, Nurnberg, Germany, recently reenlisted the largest contingent the Nurnberg Post and Southern Area Command (SACOM) ever had to reenlist as a single unit. Capt John W. Reed, Jr., battalion adjutant, administered the Oath of Enlistment. Left to right, they are SFC Joseph H. Collins, Nurnberg Post recruiting NCO, SP4 Jack C. Hall, SP4 Floyd E. Dougherty, SP4 Daniel W. Robinson, SP4 Don W. Ridgeway, SP4 Robert L. Smith, Cpl John M. Carroher, Capt John W. Reed, Jr., SP4 George L. Filby, Jr., SP4 Donald B. Hamilton, SP4 Herbert L. Brown, SP4 Keith B. Seits, Sgt Darell A. Hott, the battalion's reenlistment NCO. SP4 Richard R. Martinez, who also reenlisted, is not shown in photograph.

Paris or Rome and Christmas at Home



When Maj Milton J. Nadell, Fort McClellan, Ala., military personnel officer, told first term draftees and Regular Army men that they could reenlist last December with choice of overseas assignment, a Christmas furlough at home, plus regular reenlistment bonus, he had 17 takers. The keynote of the RE-UP drive was "Paris or Rome and Christmas at Home." First row, from left are SP4 John Hemler (color guard), SP5 Joe Pettry, PFC Paul Boyd, SP4 Paul Carroll, Cpl Andrew Sidock, Pvt Raul Julio and Post Commander Cal Lon H. Smith, who administered the reenlistment Oath, and SP4 George Vorner (color guard). Second row, from left, are MSgt James White, PFC Keith Witcher, Pvt Donald Joseph, PFC Martin Feozel, SP4 J. C. Kiker and SP4 James Watkins. Third row, from left, are SFC John Richardson, Cpl John Hill, Jr., SP4 Jerome Arnold, PFC Billy Keel, SFC Alvin Woodward and PFC L. D. Elder. Reenlistment NCO's in the fourth row are, from left, SFC Gerold Komp, SFC Milton Clifton, SFC Hirom E. Henslee, and Maj Nadell, personnel officer.

RE-UP History: Reenlistment furloughs (as an inducement to re-up) were first granted by General George Washington, beginning January 14, 1776.

Appreciation of Parents and Teachers Program Initiated by Los Angeles USARMS

Believed to be a "first" in the annals of recruiting, the Los Angeles USARMS, working through centers of influence within the Los Angeles Board of Education and the Parent-Teachers' Association, has arranged for adult education credits to be awarded civilian "students" attending recruiting conferences, forums, open houses and similar recruiting activities.

In the first of such civilian "orientations," the Los Angeles USARMS held an Open House Night attended by civic dignitaries, PTA officials, representatives of the Armed Forces, members of the clergy and parents of high school students.

The gala affair was labeled "Operation ATP," in Appreciation of Teachers and

Parents, and the important role they play in career counseling of young people. Acting as host and hostess were main station commander, Lt Col Robert O. Thomas and Mrs. Stanley T. Olafson, president of the 10th District PTA Council, Los Angeles.

The guests who numbered close to 100, were separated into small groups of 12 to 15 for a tour of the main station facility. The functions of the various departments were explained by the section heads and many questions were posed by the interested guests.

Following the tour, Colonel Thomas outlined the new program, expressing the hope that eventually all PTA councils throughout the Southland will be given

the opportunity to learn of the Army's "stay in school" policy and the privilege in serving their country "faced" by young men of draft age. Members of the USO served refreshments in a social get-together following the address by Colonel Thomas.

Tied in with the open house event was a televised program, "Guideposts," beamed through closed circuit to over 45,000 high school juniors and via open circuit into some 70,000 homes. The program, sponsored by the Los Angeles Board of Education, Television Department, featured Mrs. Laverne Crumley as moderator and Lt William F. Boughton and SFC Elgin C. Elliott, both of the Los Angeles USARMS, who discussed the importance of a high school diploma for young men and women entering the Regular Army.



STAY IN SCHOOL . . . is the advice given on "Guideposts" to high school students by (left to right) Lt William F. Boughton, Los Angeles USARMS information officer; Mrs. Laverne Crumley, Radio-Television consultant, Los Angeles City School System; and SFC Elgin C. Elliott, commander of the Torrance, Calif. Recruiting Station.



OPERATION A-T-P . . . Lt Col Robert O. Thomas, Los Angeles USARMS commander, addresses city dignitaries, PTA officials and members during Open House held at the main station. Painted was "Appreciation of Teachers and Parents," and the role they play as counselors of young people facing military service obligations.

Printed Incentives

An effective new method of selling an Army career to young men on their first enlistment is being used in USAREUR through the publication of brochures titled "Why Soldiers Reenlist." To the young man reading them, the title could be "A Target For Tomorrow."

These four-page brochures which are published bi-monthly and distributed through the career counselors of USAREUR, highlight the progress of selected noncommissioned officers in the command and give the motivating reasons

these individuals selected the Army as a career.

Because so many of the advantages of Army life are not included in the pay envelope and many young men fail to realize there are fringe benefits, a military career sometimes suffers by comparison with civilian life in the minds of many who are trying to decide upon their future. These brochures outline many of the benefits of Service life, such as medical, travel, etc., and how Service families have also enjoyed those benefits, as well as living in a foreign country.

The brochures are being published at the suggestion of General Clyde D. Eddle-

man, commanding general, United States Army, Europe, who has been giving his personal support to the reenlistment program of his command. Each contains the story of an outstanding senior noncommissioned officer, including details on both his professional and personal life, giving young men in the lower grades a chance to consider what their "target for tomorrow" may be if they choose Army careers.

Testimonial publicity in form of personal success stories is of great value for local command or unit tie-in, and the adoption of this plan or something similar in other units could prove highly effective in the retention of young soldiers.

Funneling Fresh Profits in Sixth Army

San Francisco recruiters and members of the Sixth U. S. Army Community Relations Office have teamed up to get maximum results out of their efforts to tell the Army story to the public. Whenever possible, recruiters and community relations personnel from Headquarters Sixth U. S. Army work together in placing displays in the San Francisco area.

Results to date indicate that this "work together" program could be adopted in other recruiting areas. Community relations people, while not basically recruiters, are constantly recruiting public opinion

and striving to promote understanding of the Army and its programs. This helps pave the way for the recruiter.

In addition to display materials, CR people sometimes have promotional material suitable for use in the recruiting program. They are in close touch with most of the influence centers of the community such as the Chamber of Commerce, local civic organizations, schools, and business organizations. With the proper approach many recruiting publicity props can be worked into these influence areas via the community relations office.

In turn, the recruiter has suitable ma-

terial in his publicity handouts that could be funneled out to the general public through the community relations office mailing lists. Making this material available to CR personnel, if desired by them, will provide additional coverage for the recruiter with very little effort.

The wise recruiter will pay a friendly visit to the nearest Army Information Office and check up on the possibilities of teaming up to tell a better Army story. As one recruiter put it, "It's like having another man on your recruiting publicity staff."



"YES, SON, HE'S REAL" (left picture) — SFC Charles S. Howkins explains the details of the uniform proposed for the United States soldier of the future to a youthful visitor viewing a military exhibit, and PFC William R. Coots (right picture) says, "YES, IT'S PAPER," to a gentleman viewing another portion of the military exhibit held in the Stonetown Shopping Area of San Francisco, Calif. Sgt Howkins and PFC Coots are from the Community Relations Division, Headquarters Sixth U. S. Army. The four-day display which attracted thousands of visitors was a joint project of San Francisco recruiters and the Sixth U. S. Army Community Relations Division of the U. S. Army Information Office.

Cooperation in Two Cities of Sixth Army



The City Finance Company of Salt Lake City, Utah, located on one of the most traveled streets in the city, annually donates window display space to recruiters from the Salt Lake City RS. This is the latest in the series of displays which attract wide interest.



The Public Finance Corporation office of Ontario, Ore., and the Ontario RS cooperated in an effort to distribute Army recruiting materials to 5,000 families in the area. SFC Early K. Keiffer (left) and receptionist Louise Strawn enclose mail-back cards and advertising in envelopes as SFC Frank C. Kasper seals the envelopes with the recruiting decal. Mr. Frank Browner, manager of the finance office, keeps the assembly line workers supplied with envelopes.

Closed Circuit TV Beams Army Message

Closed circuit TV became an Armed Forces recruiting media recently in Washington County, Maryland, when representatives of the Air Force and Army Recruiting Services were invited to use the county educational TV facilities to present talks on their respective Services.

Capt Edward Feeny, USAF, spoke first. He emphasized primarily the pilot training program in the Air Force.

Maj James L. Spratt, USA, followed with a straight-from-the-shoulder talk on the advantages to a high school graduate of enlisting in the Army. He pointed out that a high school graduate can qualify for the Army's Graduate Specialist Program and, providing he passes the aptitude and physical examinations, can choose the specialized field in which he is most interested. Upon acceptance for specialized training, he is guaranteed, in writing, before enlistment, that he will receive thorough training in his chosen field.

Mr. John J. Ferdian, guidance counselor for Boonsboro (Md.) High School, introduced the two officers.

The program, a half-hour in length, was seen by all high school seniors in Washington County. Arrangements for the program were made by MSgt Paul Kemp, the U. S. Army recruiter in Hagerstown, Maryland.



MAJ JAMES L. SPRATT (right), chief, Operations Division, Second U. S. Army Recruiting District, speaks to Washington County, Md., high school seniors on closed circuit TV. Capt Edward Feeny, U. S. Air Force (center), also spoke on the half-hour program sponsored by the Washington County Board of Education. Mr. John J. Ferdian, guidance counselor for Boonsboro High School, introduced the two officers.

Direct Commission For "Pat"

Remember when you skipped rope with the kids on your block; one of the games was "Rich man, poor man, beggarman, thief; doctor, lawyer, merchant, chief?" And the word you stumbled upon was what you were going to be when you grew up?

Many erstwhile rope-skipping girls grew up to be these things, excepting, of course, rich man, poor man, beggarman, and thief, and you will find all types represented in the Women's Army Corps—"Doctor, lawyer, chief . . ." and many another.

But we wonder if Evelyn "Pat" Foote ever used the words "Army Officer" when she was of rope-skipping age? That is what she has turned out to be by just recently accepting an appointment as a first lieutenant in the Women's Army Corps.

"Pat" is a graduate magna cum laude of Wake Forest College, Winston-Salem, North Carolina, a member of Sigma Phi Alpha, Phi Beta Kappa, and was enrollment secretary of Group Hospitalization, Inc., Washington, D. C., before accepting a direct commission in the Women's Army Corps.

Lieutenant Foote will report to WAC Officer Basic Course, Fort McClellan, Alabama, on February 22, to be instructed in the duties and responsibilities of officers in command before being assigned to other duties with the Army.

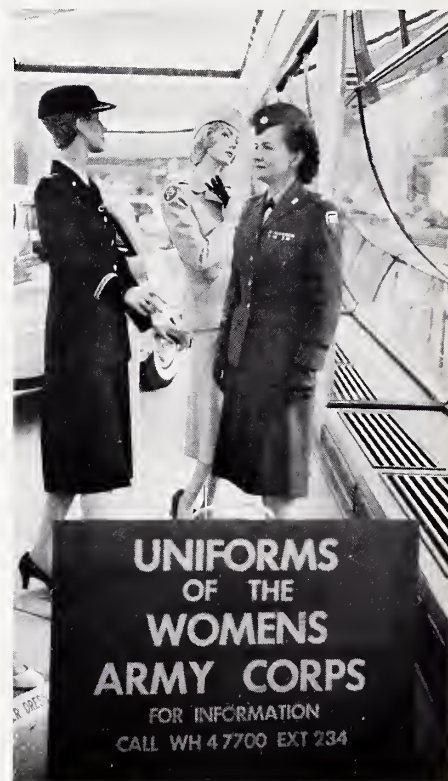


EVELYN "PAT" FOOTE takes her Oath as a first lieutenant, Women's Army Corps, before Col William M. Gold, chief, MPPD-TAGO, while Lt Col Helen Corthoy, chief, WAC Section, MPPD, looks on.

ACCORDING TO A RECENT REPORT, which cited figures "as of July 31, 1959," enlisted men of the Active Army were distributed by components as follows: Regular Army—73 percent; AUS (inductees)—25.3 percent; and Reserve Components—1.7 percent.

Percentages of RA's in major commands were: USAREUR—71; USARPAC—73; USARALASKA—69; USARCARIB—73; CONARC—73; USARADCOM—83; Technical Services—75.

WAC Exhibition Big Hit



Maj Florence P. Moody, chief of WAC recruiting, First U. S. Army Recruiting District, "inspects" mannequins wearing the colorful and distinctive Women's Army Corps uniforms. The three-week display was designed and set up of the Chrysler Corporation showroom by Lt Norman W. Merrill, recruiting publicity officer of the New York USARMS. An estimated 200,000 passers-by got a fleeting glimpse of the display while many people stopped in and chatted with Lieutenant Merrill and Major Moody during the exhibit.

Miami USARMS Graphically Portrayed

"This is no eyewash," opined SFC William T. Saturday, operations sergeant of the Miami, Florida, USARMS, in a discussion of charts and graphs. He was referring to his Main Station charts which graphically show each of the Miami USARMS's areas of responsibility.

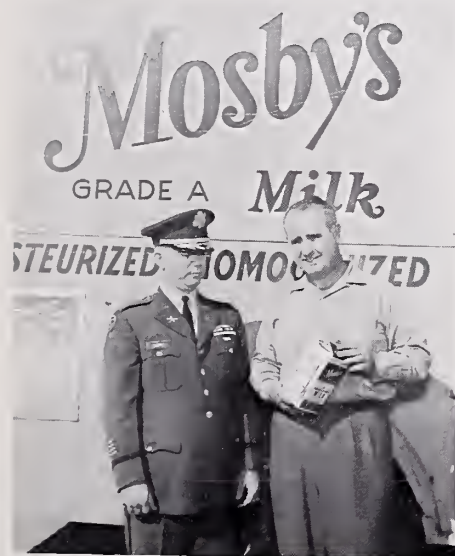
"Our charts and figures are used for a very definite and useful purpose," Saturday continued. "They show at a glance employment rates, high school potential, miles traveled per enlistment, population and density, and publicity outlets to include radio and TV stations. This type of information is referred to constantly in our planning at the Main Station but its real value shows itself in our briefings to inspectors and VIPS visiting this station."

The charts Sergeant Saturday had constructed contain not only the vital information noted above but also photographs of the individual recruiters in each station and a photo of the office itself in areas where the Miami USARMS has its representatives. Along with the charts are itinerary schedules for each of the farm stations which indicate quickly the whereabouts of the recruiter and the area he covers. The small scale maps were obtained by Sergeant Saturday from the Florida State Road Department and the photos were prepared by Sgt Dan Livingston, the Miami USARMS information supervisor.



SFC WILLIAM T. SATURDAY, operations NCO of the Miami USARMS and a veteran recruiter, poses before the charts and photos in his office. "These charts tell at a glance the whole story of the Miami USARMS," Sergeant Saturday stated. "For briefing purposes and planning they are invaluable and the reference data is easy to maintain."

Advertising Power on Packages



MR. HERMAN W. MOSBY (right), Canton, Miss., dairy owner, displays one of 1,000,000 half-gallon milk cartons to Maj Wilbur C. Marks, Jackson, Miss., USARMS commander. Five dairies are participating in the promotion which will cover 60 Mississippi counties.

This gigantic milk carton program was initiated some months ago by the Jackson PINCO, SFC Harold V. Cummings. With the help of the Vicksburg recruiting sergeant, SFC Walter T. Humphrey, he finally got the ball rolling.

Sergeant Cummings contacted Mr. Herman W. Mosby of Canton, Mississippi, owner of two dairies, and sold him on the idea. Although Mosby's Dairy covers only eight counties, Mr. Mosby called upon three of his friends who are in the dairy business and all agreed to cooperate in the program, which will cover over 60 counties in Mississippi.

Upon completion of the program, Mr. Mosby invited Maj Wilbur C. Marks, commanding officer of the Jackson USARMS and Sergeant Cummings to Canton for lunch at the Canton Rotary Club, after which he had his publicity department take pictures and release them through his news outlet.

Participating dairies include Mosby's Dairy, Meadville; Madison County Dairy, Canton; Bush Dairy, Laurel; Grenada Farms, Grenada and Greenville; and the Newman-Cobb Dairy, Gulfport, Mississippi.

Deliveries from participating dairies will cover more than 60 Mississippi counties, and according to local prevailing advertising rates, would add up to a very impressive total of more than \$5,000.

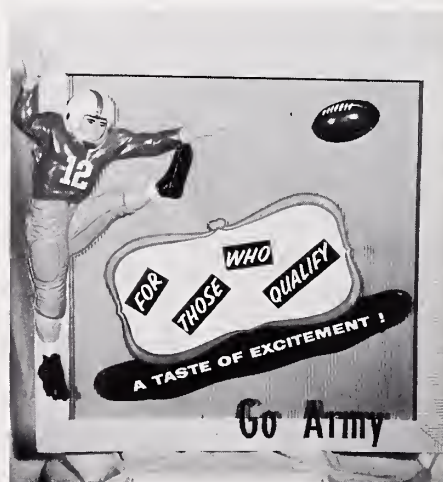
Advertising of the Jackson, Mississippi, USARMS will be, literally, "in the hands" of over 1,000,000 Mississippians during the next six months.

Five large dairy corporations in Mississippi have donated one side of their half-gallon milk carton to the Army Recruiting Service, and agreed to an issue of one million or more cartons.

"Opportunities Unlimited . . . guaranteed" is the slogan which appears on the half-gallon milk cartons. The International Paper Company, Bastrop, Louisiana, did the art work and made the plates at no expense to the government. Mr. Mosby made all arrangements with the paper company for the plates.

The idea for the milk carton program was taken from the RECRUITING Journal.

A Goal For Army



Display made at the Indianapolis, Ind., USARMS, from a commercial display used to advertise a leading name brand, is a sample of what can be done with a little ingenuity and work.

Basic Course for Army Medical Aid Men



BROOKE ARMY MEDICAL CENTER TRAINEES—MSgt Harold S. Rimmer, Nursing Sciences Branch, instructs WAC trainees Barret, Hepper, Hart, and Hall in oxygen therapy techniques.

The United States Army's future medical aid men are learning their medical ABC's through the use of familiar and domestic examples in the classrooms of the U. S. Army Medical Training Center at Fort Sam Houston, Texas.

The use of an autoclave to sterilize instruments is compared to a pressure cooker in a Kansas kitchen, available in the event of a farm accident. The understanding of anatomical terms is preached with a reminder that this will also clarify a family physician's explanation of a parent's illness.

All of the Army's future enlisted medical soldiers are trained at this Brooke Army Medical Center organization. Men from all parts of the country, in the Service under the Reserve Forces Act, the Selective Service program or as enlistees, gather at the Medical Training Center and through the trained guidance of the Nursing Sciences Branch are equipped with the knowledge to provide basic supervised care for sick and wounded.

And this knowledge, the trainees discover, serves them well when they return to their homes and their families.

They learn, for example, that their classes in anatomy can well mean understanding the nature of a child's injury and preventing premature movement of a victim that could cause irreparable damage to fragile bones.

Learning bedmaking and ward sanitation becomes more immediate as the lessons learned are applied to the care and comfort of a sick member of the family.

Soldiers, who go to the Medical Training Center after their basic courses, in many cases spend only eight weeks there. And as Lt Col Marjorie J. Lindau, Nursing Sciences branch chief, points out, the job of training enlisted men and women in total patient care can only be begun at the Center level.

The Nursing Sciences Branch must integrate its courses with instruction offered by various other sections of the Training Center. Together with the Professional and Military Sciences Branches, it must produce a basic enlisted medical soldier.

The medics are launched into their work with a fine fundamental knowledge of the requirements of patient care and treatment. But only upon their graduation from the basic course, when they continue their

studies, either at Brooke's Army Medical Service School or in active duty or reserve units, do these medics gain the additional know-how that transforms them into trained aid men and medical technicians.

Even though the bulk of trainees eventually go into reserve units and so do not have the advantage of day-to-day on-the-job training, Army Nurse Corps instructors like Maj Hester Chapman stress that the basic lessons learned have applications in everyday civilian life.

In her "Orientation to the Medical Service Team" class, Major Chapman points out that the duties of the enlisted corpsman and technician have proved invaluable in providing nursing care techniques that are used in sick rooms at home.

Each of the instructors shows how the enlisted medic is indispensable to the entire medical team. Physicians and nurses depend upon medical aid men and Wacs to give accurate reports on temperature, pulse and respiration of patients.

In combat, the sure and swift fingers of the enlisted aid men have often been the difference between life and death for a critically wounded soldier.

Medical Training Center instructors realize that they must prove to their students that they are studying a vital subject that will serve not only in military situations but also in civil defense.

The teaching techniques are not hit-and-miss methods, Colonel Lindau states. They are the direct results of the thorough screening and orientation of prospective instructors.

Each of the new teachers must first show an almost dedicated desire to help someone else to learn. It does not necessarily follow that an efficient nurse or medic will also be able to impart knowledge.

Army Nurse Corps instructors at Brooke Army Medical Center have usually expressed a desire to teach before receiving their assignments. And upon their arrival each one of them is given an individual orientation on the scope of the training course and the center's methods.

Enlisted instructors are also put through several weeks of orientation, first as observers in classrooms, then as supervised teachers before they are considered fully qualified to be on their own.

The Medical Training Center's Instructors' Training course also plays its part in assuring that the Nursing Sciences Branch's teachers are of the highest caliber. The two-week course in teaching techniques rounds out the practical experience that the instructors have and enables them to impart their knowledge successfully to their students.

What Is A Special Forces Operator?



RAPPELLING DOWN A PRECIPICE is part of the training of a Special Forces Operator. This could mean survival in enemy territory and all Operators are experienced in the art.



LEAN-TO OR TEPEE, it's all one and the same to Special Forces Operators. Though not up there with a first-class hotel, they're home-sweet-home to these outstanding soldiers.

The history of guerrilla warfare is as old as the history of warfare itself. People who have risen to the challenge of freedom and independence through the centuries, have done so in the face of occupation and subjugation. Overwhelming odds posed no deterrent to those who sought release from the tenacious grip of tyrannical enemies.

Not every person is so disposed to fight under unconventional conditions, nor does he possess the qualities that mold guerrillas into an effective fighting force.

As the result of World War II and the war in Korea, lessons on the value of organizing, training, equipping and exploiting guerrillas brought about the creation of U. S. Army Special Forces. Special Forces Groups are organized into teams. The teams are manned by Special Forces Operators.

What is a Special Forces Operator?

A firm, basic understanding of the role of a Special Forces Operator is necessary. This common frame of reference will clear the air of any misconceptions that have been construed because of the all-encompassing role of the Operator. Let's discuss his qualifications, personal characteristics and special training in order to know him better.

To begin with, there are certain characteristics that a Special Forces Operator must possess above his military capabilities. Sound judgment, maturity, absolute truthfulness, the ability to grasp situations and make spur-of-the-moment decisions are but a few of the qualities that enable the Operator to function under hazardous and almost primitive conditions. Each man has a primary specialty that is further enhanced by cross-training with other specialists on his team. You could term a Special Forces Operator a "triple threat man."

A Special Forces Operator can make a rope bridge, can rappel down sheer inclines, can make a raft or borrow a native dugout and float great distances, and can navigate under any weather conditions and in any terrain. Night holds no terror for these men, in fact, they welcome the protection of the dark and may often be found crossing terrain at night that would terrify a mountain goat.

Training in the conventional aspects of war forms a background that is necessary to understand the complexities of guerrilla warfare. Following this conventional training, the Operator is then ready for highly specialized unconventional schooling.

The mission of Special Forces is to infiltrate, by land, sea, or air, behind enemy lines and there, as teams, organize, train, and exploit guerrilla forces. Communications, medical aid, weapons and demolitions are the basic specialties of Special Forces work. Training in intelligence, survival, underwater demolitions, mountain climbing, language, jungle warfare, archery, hand-to-hand combat, and many other related subjects broadens the ability of the Special Forces warrior to live up to the motto, "Anything, Anywhere, Anyhow, Anytime."

Although the "home" of Special Forces is at Fort Bragg, North Carolina, only part of the training is accomplished on the 130,000 acre reservation. Every year teams fly over the wild vastness of Pisgah National Forest and parachute into the scenic splendor that is deceiving. Steep trails and arduous living conditions approximate those that would be found on a real mission. After four weeks of mountain climbing, survival, and other activities, the teams hike out with heavy rucksacks for

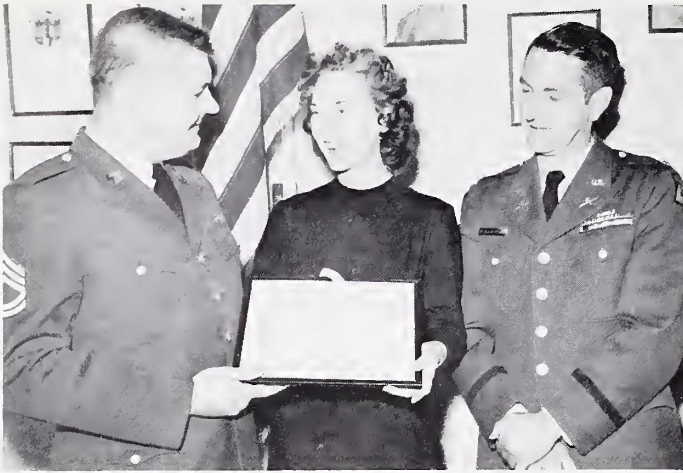
distances ranging up to 120 miles to airfields from where they are flown back to Fort Bragg.

Navy Underwater Demolition Teams (Frogmen) train Special Forces men at Little Creek, Virginia, in the techniques of skin diving and blowing up shipping and harbor defenses. Teams are sent to the Army Language School, Monterey, California, for basic language training, and medical technicians are sent to Fort Sam Houston, Texas, for advanced medical training. Special training exercises take place on islands and in snake-infested swamps as well as in foreign lands. All these exercises are designed to increase the adaptability of the Operator to live and work under varied conditions. Most of the larger conventional "war games" find Special Forces men plying their trade, giving major unit commanders welcome support.

On September 17, 1959, elements of the 77th Special Forces Group (Airborne) infiltrated by parachute and boats into the Panama Canal region to organize and train jungle forces. Attacking certain objectives in the zone, the guerrillas utilized every technique in the book, and some that were not in the book, to accomplish their mission. Resupply by air drop wasn't just for practice; it was the real thing. Jungle trails were hacked out in the dense foliage; camp sites were built from the materials supplied by Mother Nature; and hardships that only a woodsman can know, were endured as an everyday occurrence.

Army Regulation 611-62 spells out the requirements for application to Special Forces. This AR outlines certain desirable, though not mandatory, qualifications that will be added considerations for acceptance.

Draft Board Clerks Appointed Honorary Army Recruiters



Nina B. Riley, clerk for local draft board 97, Perry County, Ohio, is presented with an Honorary Recruiter appointment. The recruiter presenting the award is SFC Harold E. Eby of Fairfield. Looking on is Lt Col Thomas E. Hickman, commanding officer of the Columbus USARMS.



Cara Belle Kaufman of Sycamore, Ohio, clerk of the Wyandot County draft board, is made an Honorary Army Recruiter. Presenting the certificate is Lt Col Thomas E. Hickman, commanding officer of the Columbus USARMS. Looking on is MSgt Anthony J. Del, of the Army Recruiting Station, Bucyrus, Ohio.

RE-UP Display Board



SFC Joseph M. Fortuna (right), career counselor for the 28th Artillery Group (Air Defense), Selfridge AFB, Mich., is congratulated by Maj Rafael V. Munguia, adjutant, for engineering the new reenlistment display board. Assisting Sergeant Fortuna in construction of the board, located near the headquarters building, were (left to right) PFC William C. Osborn, Pvt James L. Dyer, and SP4 Titus Kile.

Fort Ord Career Discussion



RE-UP is what the book says and that's precisely what Maj L. H. Rainville (with book), Sixth U.S. Army reenlistment officer, is discussing with personnel of the Fort Ord, Calif., reenlistment branch. Major Rainville visited Fort Ord for briefing concerning the "Career Presentation" enlistment program being used at Fort Ord. From left to right are SFC John Williams, Sixth Army; Capt S. C. Smith, Fort Ord; Major Rainville; SFC H. L. Stovik, Sixth Army; SFC J. T. Silva, Fort Ord; and SFC Paul Robinson, Fort Ord.

T C Truckers



Cal M. J. Reichel, commanding officer of the 48th Transportation Truck Group at Fort Eustis, Va., stands center foreground with his reenlistment NCO's, Sgt's J. M. Koon (left), and B. J. Williams (right), in front of 24 men from the command. The 48th attained a 70.6 percent "re-up" rate last November by virtue of its 24 reenlistments.

T C Amphibians



Standing beside one of the Army Transportation Corps' latest-type vessels, the revolutionary beach discharge lighter, LT COL JOHN U. D. PAGE, are 22 men, a color guard, the reenlistment NCO's, and the Adjutant, Capt Marion T. Gillon, Jr., all of the 3rd Transportation Terminal Training Group, Fort Eustis, Va. With 22 reenlistments out of the 42 men eligible, the group contributed substantially to the record 57.4 percent "re-up" rate at Fort Eustis last November.

Fourth Army's New Media For Educators



THIS ATTRACTIVE BROCHURE, in three views, provides an open door to high school principals and counselors for recruiters in the Fourth U. S. Army Recruiting District.



A THREE-PANEL high school exhibit which can be converted to general recruiting purposes is only one of the important features contained in this Fourth U. S. Army Recruiting District display.

With the addition of two new sales aids in the Fourth U. S. Army Recruiting District, increased emphasis has been added to a campaign directed to high school principals and counselors in that area.

The new items are an attractive brochure and a distinctive, three-panel, portable display. Both aids were created through the special requirements of personnel at the San Antonio, Texas, USARMS, and have been produced in quantities for district-wide use.

A need existed for prestige-type items to assist recruiters at the Texas State Teachers' Association Convention in San Antonio. Original ideas were submitted which concerned a brochure for presentation to approximately 3,000 educators, and a lightweight display for exhibition purposes.

Brochures were printed to satisfy the convention requirement and to furnish each USARMS with ample copies for dissemination to principals and counselors. Green, parchment-like paper-board was used. All lettering and art work is in black. Each brochure is folded into three sections, with a pocket in each section to accommodate the literature. Publicity items placed in the brochures are: *Straight Talk About Staying in School*; *Helping Youth Face the Facts of Military Life*; and *The Army and Your Education*. These publications were selected to provide a "soft sell" approach and to give the educators important, informative pamphlets to better assist them in their military guidance functions.

Display construction was done according to strict specifications. Over-all the display measures 8' wide, 5' deep, and 6' high, when put together. A top view of the display, when assembled, represents one panel extending in a straight line and the next two panels in a V position. A lattice-work top joins the V arranged panels together for stability. Redwood, 2" x 2" frames each panel

and provides support for a pegboard background. Illustrations are silk screened on Upson Board. Cut-out letters are used for copy. The illustrations and copy are mounted on blocks of wood, bringing them away from the pegboard, creating the illusion of depth.

Requirements peculiar to this type of construction were solved on the drawing board before construction was started. Desirable features are ease in handling, adjustability to fit available display space, and adaptability for other than high school use.

Easy handling was accomplished by designing the display into three sections, hinged together with removable pins. This allows one man to carry the display and to assemble it in sections. Adjustability was gained by hinging the first panel so that it swings either frontward, backward, or straight across, allowing the overall display to fit into various display areas. Adaptation to different themes was made possible through the use of pegboard. All copy and illustrations are attached to pegboard and can be easily removed or replaced.

Delivery of the brochures and the first display were made to the San Antonio USARMS for use at the convention. Additional displays, one for each of the remaining ten USARMS's, and all brochures have been printed and shipped to each USARMS in the Fourth U. S. Army Recruiting District.

Enthusiastic response to the brochures and display was received from the educators at the convention. According to one recruiter, "The brochures went like hot potatoes with each person wanting extra copies to take back with him."

When the brochures were received at each USARMS, area recruiters personally delivered them to principals and educators in every high school. This insured that they were delivered to the target group. It also allowed the recruiters to strengthen their relations in the high schools.

This Display Business

by

SFC Charles S. Hawkins
Community Relations Division
Sixth U. S. Army

Army recruiters are normally well aware of the importance of the common public opinion-molding media, the press, radio and television. However, many are prone to overlook the important field of display presentations. It is in the field of displays that the old axiom "seeing is believing" really takes on meaning.

A check on the field of advertising sales reveals that the display has new meaning for the businessman with a product or idea to "sell." If big business is looking to this medium, then it follows that the Army recruiters should take advantage of this new trend.

How do recruiters get into the display business?

There's nothing to it! A little imagination, a lot of leg work, the ability to improvise (secretly this sometimes means scrounge) and the willingness to put forth some actual sweat and any Army recruiter can have eye-catching, crowd-stopping displays that will tell the story of the Army and its programs.

The basic theme or idea behind the display is the key factor. While regulations clearly outline specific efforts and implications in telling the Army story (Cir. 11-1, AR 360-55) the clever recruiter strives to add one more factor. The professional calls

it "community involvement." Simply stated, this means that the display man finds some way to show that the exhibit idea portrayed ties in with the community and is an actual part of the community.

Consider a display showing the Army family of missiles. Almost every citizen is interested in missiles. He hears about them constantly on the radio and television. He reads about them in the newspapers and feels that the Army missile program has some effect on his well-being. Certainly he knows that he pays taxes and that a large slice of the tax dollar goes to the missile program. In short, he sees the need for the missiles but he feels no real sense of "community involvement." How then do we arrive at "community involvement" with the Army missile theme? It's simple. In most communities it should be easy to find a local soldier who is serving with a missile unit. Locate this soldier, obtain photographs from his unit PIO showing him at work with the missiles. Write some good caption material, work this into your missile display and you have struck a note for "community involvement." The public viewing your display will feel closer to the missile program knowing that they have a local son in the missile field.

"Community involvement" can be devel-

oped by using the theme "missiles protect your community." Troop units or a particular type of equipment can also be used in this theme. Photographs, diagrams and maps are combined to show exactly how the missiles, unit or equipment work to protect the community. Stress the 24-hour around-the-clock protection offered by such operations. Where a missile or other unit is composed of National Guard personnel, then both the "One Army" theme and "community involvement" can be exploited. In addition, local industry holding defense contracts can be tied into the community involvement theme.

One sure-fire display theme is a lay-out showing the benefits the local community derives from the nearby military installations, in money spent in the area, support of community projects, schools, churches, etc. It never hurts to remind the local populace that there is a definite monetary benefit to the community derived from Army operations.

The local soldier and the world-wide deployment of Army forces is another angle to develop in the community involvement theme. A large world map showing locations of Army units and photographs of the native sons is a good beginning for such a display.

Army displays in the community will more often than not result in additional calls for exhibits and Army support of community projects. Educational displays will be welcomed by schools. This activity will produce other opportunities to participate in community affairs, such as support of the P.T.A. and other school activities.

In addition to the school system, the



MODELS, EQUIPMENT, photograph blowups, tear sheets from Army information pamphlets, all combine to make this attractive educational display in the San Francisco, Calif., Public Library.



ARMY MISSILE MODELS combined with Army News Features, Department of the Army posters, and the Army Information Digest prove to be a crowd-stopper wherever utilized.

local Chamber of Commerce, the visitors and convention bureau and similar organizations should be continually checked for events at which it would be appropriate to place an Army display. Close liaison should also be maintained with the publicity and display managers at department stores, transportation terminals, etc.

Close attention to the details of construction will ease the problems of handling setting-up. Learn to construct your displays in standard sizes. It will be well to know the common sizes of display board, wallboard, plywood, and other often-used display materials. Reference to art catalogs, catalogs listing lumber supplies, and even the Sears-Roebuck catalog will prove helpful.

The man who works with displays soon finds out that a basic kit of tools that can be carried to the display area is a necessity. A kit consisting of hammer, pliers, stapler (heavy duty), scissors, metal rule, assorted nails, a roll of fine wire, masking tape, cellophane tape, touch-up paint, a soft paint brush for dusting, and a dust rag will enable you to make necessary adjustments on the display. The kit will pay off in trips saved by not returning to your base of operations for needed equipment.

The professional display man takes the proper precautions to insure that once he has a display built, it will arrive at its

destination in excellent condition. A damaged display cannot tell the story intended. Take a hint from the professional; don't allow your displays to be handled by individuals who lack the proper concern for the display unit. Men detailed to move a display must be closely supervised to insure that careless handling does not result in a damaged unit. If possible, supervise all details of set-up and take-down yourself. Keep in mind that a good display is designed to be used time and time again.

The Army display man should seek new ideas to promote his display efforts. He finds leads in publications featuring display work. Rated as tops in its field is *Display World* available at \$4.00 per year from the Display Publishing Company, 407 Gilbert Avenue, Cincinnati 1, Ohio. It may also be found in your local library.

The RECRUITING Journal continually publishes photographs of displays designed and constructed by Army recruiters in the field. Unfortunately, the "Display Manual" which was furnished to recruiters several years ago is now out of stock, but most recruiters should have the manual in their files.

A review of these three publications will reveal many ideas that can be adopted by Army display men.

Display presentations have value as one

of the many tools used by the Army recruiter to tell the Army story to the public — how valuable depends on the efforts the recruiter puts into his display program. Keep in mind that "seeing is believing" and you have taken the first step in building a good display program.



EQUIPMENT EASILY OBTAINABLE from normal supply channels can be obtained on a loan basis for use in the Army display program. PFC William R. Coats, Hq Sixth U. S. Army, stands beside model wearing disposable clothing for field and temporary use. This is a missile handler's uniform.

Returning the Favor

A new publicity twist for winning friends and gaining public relations came in the form of a newspaper article in the Springfield, Missouri, *News* and the *Leader and Press* newspapers. It bore the caption "Army Recruiter Throws Land Open to Deer Hunters." The recruiter is MSgt Ralph Ellison of Springfield whose avocation is sports, chiefly hunting.

Appreciating the courtesies of natives of the Ozarks, he reciprocated with his own invitation (free of charge) as soon as he purchased a 364-acre tract of timberland in Barry County east of Cassville.

"I have hunted deer in southern Missouri since the season opened after World War II and have only had to pay for the privilege once," said Ellison. "Now I hope to repay the courtesy."

Needlemen

Nearly 15,000 soldiers will be sewing on an added stripe this month when worldwide promotion quotas will be: To E-9—178; E-8—508; E-7—100; E-6—110; E-5—2076; and to E-4—11,631.

Chicago Recruiters On Duty at Convention



Military representatives in the Army booth at the annual American Vocational Association Conference held at the Conrad Hilton Hotel, Chicago, are (left to right) Capt Anthony Suso, recruiting publicity officer, Fifth U. S. Army; SFC Robert D. Ryon, recruiter at 335 South Puloski, Chicago; and Sgt William E. Rea, recruiter at 226 West Jackson Boulevard, Chicago.



U. S. ARMY RECRUITING PUBLICITY 'PROPS'



ATTENTION: Recruiters and reenlistment personnel are asked **NOT** to write to The Recruiting Publicity Center, New York, for any sales aids, radio or television materials or any other media emanating from MPPD-TAGO, but to make all requests **through channels to The Adjutant General, Department of the Army, Washington 25, D.C.; Attn: AGSN**, in letter form. MPPO's and RMS commanders should screen these requests for unusual amounts and requests should be consolidated as far as possible. MPPD-TAGO has been receiving individual requests from the field for advertising media far in excess of requirements.

U. S. Army Ads—February 1960

Opportunities For High School Graduates

It Happens Before Enlistment

Scholastic Magazines—Feb. 3 and 24—1-page Duotone
(Senior Scholastic, Practical English & World Week)

How To Make Your Diploma Pay Off in the Modern Army

Scholastic Magazines—Feb. 24—2 page Duotone
(Senior Scholastic, Practical English & World Week)

It Happens Before Enlistment

Scholastic Roto—1 page Duotone

Science World—1 page Duotone

National Future Farmer—1 page Duotone

Travel

Choose Your Army Travel Before Enlistment

Hot Rod—1 page Duotone

Opportunities For Specialist Training

Choose-It-Yourself Before Enlistment

Motor Life—1 page Duotone

Electronics Illustrated—1 page Duotone

Popular Science—1 page Duotone

Military Guidance

Your Students Count On You For Military Guidance

Scholastic Teacher—back cover—black & white

Science Teachers World—1 page black & white

NEA Journal—1 page black & white

Reenlistment

Leadership counts when there's credit due

Army Times—Feb. 6—1 page black & white

Leadership counts when your men need to know

Army Times—Feb. 20—1 page black & white

Did You Know?

American Armed Forces Features—1 page four color

Doctors

Specialist Minded?

Resident Physician—1 page black & white

Opportunity To Work Up Your Own Cases

Medical Economics—1 page black & white

Dentists

Open Wide, World Wide!

Journal of American Dental Ass'n—1 page black & white

Nurses

Her Outfit: White—Her Future: Golden

Nursing Outlook—1 page black & white

Nursing World—1 page black & white

Army Medical Specialist Corps

How To Help Yourself To Help Others

American Jnl of Occupational Therapy—1 page black & white

Lawyers—Judge Advocate General's Office

Graduate Lawyers! Tackle Important Cases From the Start

American Bar Ass'n Journal—1 page black & white

The Student Lawyer—1 page black & white

DO NOT request any of these materials until after you have received your automatic distribution or they have been listed below as "Now Available For Requisitioning From MPPD-TAGO."

In Production For Automatic Distribution Later

WAC Reenlistment Booklet

Reenlistment Booklet, "A Word To The Wives"

Brief Cases

Army Occupations and You

Visual Recruiter Insert Card

For High School Grads and Seniors Only (direct mail piece)

The Army and Your Education

Recruiter Ammunition Kit

Enlisted Pay Folder

Shells for "Reenlistment Interview Guide"

SPECIAL For High School Graduates and Seniors Only

Merchandising Folder for Billboard Display

Choose Before Enlistment Car Card

USARADCOM—option folder reprint

Electronics—option folder

Military Crafts—option folder

Precision Maintenance—option folder

Electrical Maintenance—option folder

Graphics—option folder

Combat Specialties—option folder

General Technical—option folder
Clerical—option folder
Motor Maintenance—option folder
Newspaper mats
The World Is Waiting folder
Sorry I Missed You (recruiter calling card)

In Production For Ordering From Stock Later

Choose Before Enlistment—24-sheet billboard
(Road building theme)

RE-UP Army Vehicle Decal
Special Forces—option folder
Intelligence—option folder
U.S. Army Security Agency—option folder
STRAC—option folder
Travel—option folder
Airborne—option folder
Male Enlisted Die-Cuts, 67" Summer and Winter Uniforms
Male Enlisted Die-Cuts, 21" Summer and Winter Uniforms
WAC Enlisted Die-Cuts, 67" Summer and Winter Uniforms
WAC Enlisted Die-Cuts, 21" Summer and Winter Uniforms

Because of limitation of funds, the following will be delayed:

WAC Enlisted Direct Mail Piece
Combat Specialist Booklet
Pocket Guide for MOS Option Folders
MOS Charts (small)
TAKE ONE racks (floor model)

Now Available for Requisitioning From MPPD-TAGO

(General)

Military Service Ahead—91-20
Insignia poster—87-36
Meet The Modern Army—LB-615
This Is How It Is—LB-400 Rev2
What Are Your Son's Chances Of Making Good—LB-681
Straight Talk About Staying In School—LBX-529
TAKE ONE racks (table model)
MOS Charts—large—811-268

(Vacational Training)

Be A Graduate Specialist, 11 x 14 car card—812-278
Pathway to Maturity—75-510
Direct Enlistment For USARADCOM fact sheet
For Men Only—Airborne—LB384 Rev1

Women's Army Corps Materials

Executive Wanted (folder)—LB-500
Women's Army Corps—810-216
Your Ticket To World Travel—811-246
Careers For Women In The Armed Forces (DACOWITS)—LB-575

Recently published by The Defense Advisory Committee on Women in the Services (DACOWITS) is a brochure entitled "For

You, An Officer's Career in the U. S. Armed Forces, (LB-646-Rev). The Defense Department is eager that the public be informed about the contribution of women in the services to our defense effort, and this new brochure presents a variety of jobs and the requirements for a commission in the WAC—WAF—WAVE—and Women Marines. This brochure may be obtained by ordering from *The Adjutant General, Department of the Army, Washington 25, D. C., Attn: AGST-WAC*. It should not be confused with "Careers For Women In The Armed Forces," a DACOWITS publication dealing with nursing and other medical professions for women in the services.

Reenlistment Publicity Materials

RE-UP Army Bumper Sticker (Scotchlite) 710-248
Replacement Cards For Reenlistment Interview Guides—84-116
Career Counselor, 11 x 14 window card with easel—83-532
The Army As A Career—810-208
All Present Or Accounted For (booklet) presentation guide for the film of the same title—82-546
90-Day Wondering—handout—810-168

Radio

Transcribed Weekly Programs

A new system of ordering radio materials is being initiated. A mail-back card has been designed which contains check-points for the following items: *The Steve Lawrence Show, Army Bandstand, Country Style USA, Programming Plus, The Holiday Album of Music, Transcribed Commercials, Written Commercials, and Membership in the Disc Jockey Corps*. These cards will be given to each Army to distribute to the recruiting main stations for further distribution to recruiting stations. As soon as the cards are received at MPPD-TAGO, and the order has been noted, the cards will be returned to the appropriate Army so that the recruiting main stations can keep placement records on each Army recruiting offering. It is hoped that this will assist in speeding up the distribution service to the radio stations. This new system should enable us to supply the radio stations with their desired materials in a maximum of two weeks.

Army Bandstand

This is a very popular 15-minute program designed for young America listener appeal. It features the music of the U. S. Army Band Orchestra conducted by Major Hugh Curry. On alternate weeks music makers such as LeRoy Holmes, Les Brown, Hugo Winterhalter, Irving Fields, etc., climb aboard the Bandstand. Tunes and talent appearing on February's programs are:
Program 86 for release week of February 1 features the U. S. Army Band Orchestra and guest star PFC Steve Lawrence. Steve sings *There'll Be Some Changes Made* and the U. S. Army Band Orchestra plays *I Don't Know Why, Holiday For Strings, and Jane's Jump*.

Program 87 for release week of February 8 features 7 Lemons On The Rocks Dixieland Group. Selections include *Strike Up The Band, Poor Butterfly, and Who's Sorry Now*.

Program 88 for release week of February 15 features the U. S. Army Band Orchestra and guest star PFC Steve Lawrence. Steve sings *Isn't It A Pity* and the U. S. Army Band Orchestra plays *Claire's Tune, Poinciana, and Slow and Easy*.

(Continued on page 20)

Publicity Props (Cont'd)

Program 89 for release week of February 22 features Irving Field and his orchestra. Selections include *Miami Beach Rhumba*, *St. Louis Blues*, and *Persian Pearl*.

Program 90 for release week of February 29 features the U.S. Army Band Orchestra and guest star PFC Steve Lawrence. Steve sings *Until The Real Thing Comes Along* and the U.S. Army Band Orchestra plays *I Found A New Baby*, *Little Rock Getaway*, and *Pussy Willow*.

Country Style, U.S.A.

Top-notch Country and Western artists appear this month on this weekly transcribed series. Currently broadcast by 1,884 stations, the talent for February includes Jean Sheperd, Marty Robbins, Porter Wagoner, Martha Carson, and Johnny Cash.

Program 233 for release week of February 1 features Jean Sheperd. Jean sings *He's My Baby*, *I Want To Go Where No One Knows Me*, *Under Suspicion*, and *Seven Lonely Days*.

Program 234 for release week of February 8 features Marty Robbins with guest Shirley Caddell. Marty sings *I Can't Quit, I've Gone Too Far*, *Last Nite About This Time*, and *I Couldn't Keep From Cryin'*. Guest Shirley Caddell sings *Jambalaya*.

Program 235 for release week of February 15 features Porter Wagoner with guest Jimmy Newman. Porter sings *Uncle Peen*, *I Thought I Heard You Call My Name*, and *Tomorrow We'll Retire*. Guest Jimmy Newman sings *The Way That You're Living*.

Program 236 for release week of February 22 features Martha Carson with guest Billy Byrd. Martha sings *Cryin' Holy*, *Unto The Lord*, *Journey To The Sky*, and *Saints Go Marching In*. Guest Billy Byrd plays *Trouble In Mind*.

Program 237 for release week of February 29 features Johnny Cash with guest Johnny Western. Johnny Cash sings *I Got Stripes*, *Five Foot High and Risin'*, *Swing Low Sweet Chariot*. Guest Johnny Western sings *Only The Lonely*.

The Steve Lawrence Show

The third series of *The Steve Lawrence Show* has been released to all radio stations that signed to carry the first two series. This third series, again pressed on 12" long-playing microgroove discs, features as guests, show-business personalities such as Carmen Cavallaro, Matt Dennis, Richard Hayman, Frank DeVol, Dorothy Collins, Connie Francis, and Eydie Gorme (Mrs. Steve Lawrence). There are now a total of 42 entertainment-packed 15-minute shows featuring PFC Steve Lawrence, his songs and his chatter, drawing on over ten years' experience in show business.

In December, 1959, each Army area was sent a copy of a promotion tape which could be used locally with the local Army recruiter's voice dubbed in with PFC Steve Lawrence's. This tape enables the show to be promoted by its star and still give local information such as the time and the station on which it is being aired, and the name, address and phone number of the local recruiter. Naturally, with over 1200 radio stations carrying the show, it would be impossible for MPPD-TAGO to produce individual promotion tapes for each station. However, with this "master" tape, it should be easy to produce them at Army or recruiting main station level.

Programming Plus

Available to all radio stations. A new idea in public service programming, featuring automotive tips keyed to all automobile own-

ers and drivers. Each automotive tip concerns interesting and educational information about your automobile, its care and wise driving suggestions. Each program is 2 minutes in length with 1½ minutes for automotive tips and 30 seconds for an Army tip. If all radio stations in your area have not received this series, it may be ordered from *The Adjutant General, Department of the Army, Washington 25, D. C., Attn: AGSN-R*.

Army Hour

During the month of February, the ARMY HOUR will cover a wide variety of Army activities from Okinawa to Danville, Virginia, to Frankfurt, Germany.

Recently, in "Exercise Dragon Head," the Strategic Army Corps tested its communications and the speed with which command posts and other nerve centers can move. Ten thousand men were involved, and ARMY HOUR reporters, Lt Paul Wineman and SP5 Billy Crawford were on the scene to cover the exercise, particularly the "invasion" and "liberation" of Danville, Virginia, whose citizens cooperated wholeheartedly in the maneuver.

On another February program, the ARMY HOUR switches to Frankfurt, Germany, for the story of the 3rd Armored Division Chorus, a prize-winning soldier chorus, and we hear these excellent singers in a selection based on "Finlandia."

In Okinawa, the Army proves itself an ambassador of goodwill by helping the natives with many local projects; this is in keeping with the President's "People to People" program. We get this story at a meeting of the American-Ryukyuan Friendship Council.

As always, the official bands and choruses of the United States Army provide the musical portion of the programs and guest talent includes PFC Steve Lawrence and Lloyd Lindroth, swing harpist.

Did You Know?

The reenlistment radio series titled "Did You Know?" which has been used in all overseas commands through the facilities of AFRTS, is now to be released for limited stateside use. The 100 five-minute shows are being pressed for use on radio stations located near Army installations. Only 150 sets are being made.

The series, written by Lt Stephen B. Friedheim, MPPD-TAGO, is designed to enlighten the general public on the new developments being made by the Army and to encourage the Army personnel stationed near the radio station to seriously consider reenlisting.

This series, which has been heard in nearly all sectors of our overseas commands, features MSgt Bud Goodyear as the announcer. Sergeant Goodyear is the NCOIC of the Radio-TV Department at the Army Information School, Fort Slocum, N. Y.

Network Programs

(These programs are listed for informational purposes only; not available for requisitioning)

At Ease

Saturdays 1835-1855. Soft music for relaxing mood by the U. S. Army Band Orchestra and Chorus, with all time favorites setting the pace. Over The American Broadcasting Network.

Songs by Steve Lawrence

Saturdays 1130-1200. (New York broadcast Sundays from 0815-0845 hours.) Featuring songs by Steve Lawrence and music by the U. S. Army Band Orchestra under the direction of Major Hugh Curry. Over The Columbia Broadcasting System.

THE STEVE LAWRENCE SHOW Tops in Country

The Army Recruiting Service's newest 15-minute show—THE STEVE LAWRENCE SHOW—has been picked as the "favorite Service-produced show" by program directors and station managers in an informal nation-wide survey. This tends to confirm our belief that this is the Army's best show to reach and captivate the teen-age market.

From the beginning to end, each show bounces with popular recorded tunes by Steve Lawrence and each show presents as the highlight of the week a visit with a show-business personality.

A listing of the guests that have been featured on the show includes Eydie Gorme, Tommy Sands, Richard Maltby, Doris Day, Gordon MacRae, Steve Allen, Jayne Meadows, Julius LaRosa, Sammy Kaye, Mitch Miller, Stan Kenton, Andy Williams, The Hi-Lo's, Gary Crosby, Annette, Jonah Jones, Vincent Lopez, Earl Grant, Carmen Cavallaro, Matt Dennis, Ray Ellis, Dick Jacobs, Frank DeVol, Dorothy Collins, Connie Francis, and Richard Hayman.

A total of 42 shows have been produced so far in this series. Over 1200 radio stations in the United States, including Alaska and Hawaii, are carrying the series. It has proved to be the fastest-selling show that has ever been produced by the Army Recruiting Service.

Two additional aids have been produced to assist in selling the show on the local level. The first is a promotion disc for local stations which contains four "plugs" by PFC Lawrence to encourage the audience to hear the show. The second is a promotion tape that has been distributed to each Army area. It carries Steve's voice and space on the tape to dub in a reference to the local recruiter.

The shows were produced at the Recruiting Publicity Center by 1st Lt Stephen B. Friedheim and CWO Charles Brown. PFC Arnie Rosen served as technical director and Sgt Bill Trumbull of the U. S. Army Band is featured as the announcer.

Recording Session for the Third Series of THE STEVE LAWRENCE SHOW

Steve interviews show-business personalities like:



Connie Francis



Eydie Gorme (Mrs. Steve Lawrence)



Richard Hayman

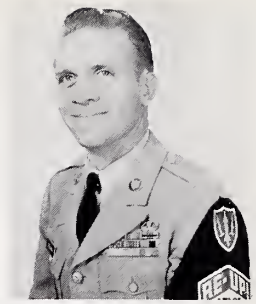


Dorothy Collins



Richard Maltby

Serving with Sullivan



Our Investment in Time—How We Compare With the Average Citizen

By SFC Charles J. Sullivan

Thomas Edison once said that he considered time to be the most valuable thing in the world because all the money in the world will not buy one minute of it.

Although there seems to be an infinite number of factors governing success in most fields of endeavor, a look at the record of man's achievements reveals that the so-called "successful self-made man" is the type who devoted a major portion of his time toward one particular goal. In contrast, statistics show that the average man is plagued with uncertainty and indecision about where he can devote his efforts most profitably, and wastes relatively enormous quantities of time throughout his life. The Occupational Outlook Handbook, published as a guide for civilian career counselors, lists some of the things that the average man should take into consideration before selecting a career field. The Handbook emphasizes the importance of careful planning due

to the extremely fluid and changing nature of the American business world. It states that individual occupations are frequently destroyed in the wake of new inventions. Whole areas may no longer offer certain types of opportunity because of such unpredictable matters as a change in freight rates or the promotion of a substitute product. The ebb and flow of prosperity in six months can throw scores of thousands of persons out of work. In 1949 an average of nearly one quarter of a million manufacturing workers quit their jobs each month.

In 1947, 25 million people were living in different counties or states from the ones in which they had been living in 1940. Factors which cause the civilian economy to fluctuate so erratically include: Invention, production, migration, war, peace, the rôle of women, prosperity, depression, mechanization, obsolescence, legal enactments, management and labor agreements,

advertising, birth rate, turnover, and most of all, the ambitions, abilities, and the restless spirit of man—all those and more are among the elements in this ceaseless flow.

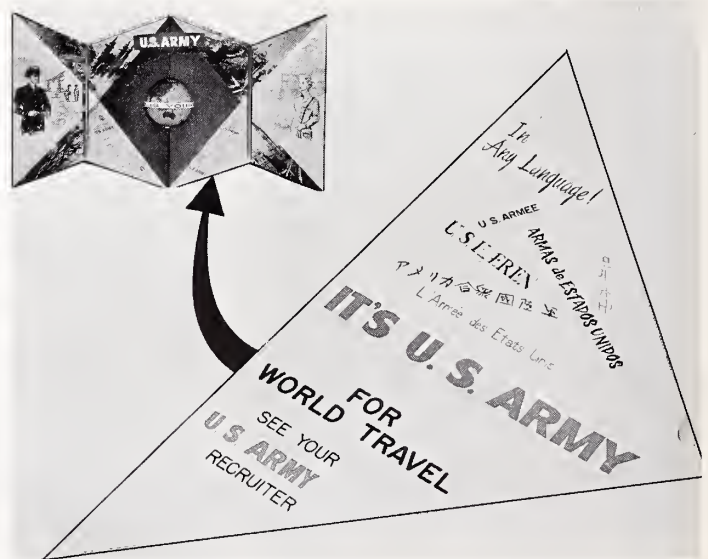
With all this confusion, it is no wonder that the publication "Advertising Age" states that, "In very few instances do people really know what they want, even when they say they do." Now the question is, how does the professional soldier compare with the average civilian in his investment in time? Obviously the soldier is way out in front, both economically and psychologically. He, too, may change his particular job and location numerous times throughout his career, but he has the distinction of knowing that every minute of every day is adding to his investment in time, carrying him straight down the path toward a most coveted, but seldom reached, success goal of all men—that of financial independence and lifetime security.

Sight and Sound



High school students at Childress, Tex., line up for a view of the Fourth U. S. Army Recruiting District Mobile Exhibit Number 2. The exhibit toured high schools in the Amarillo USARMS area for a month, attracting from 200 to 500 students daily.

To Fit the Purpose



Reproduced photographically is this eye-catching travel panel which replaces an obsolete Gyroscope panel, indicated by arrow. The panels were designed at the Recruiting Publicity Section, Fourth U. S. Army Recruiting District.

The Good Old Days

If anyone has a recruiting aid in daily use and still performing the task for which it was originally intended that is older than this one. SFC Russel H. Barnes, recruiter in the Hannibal, Missouri, area asks him to speak up.

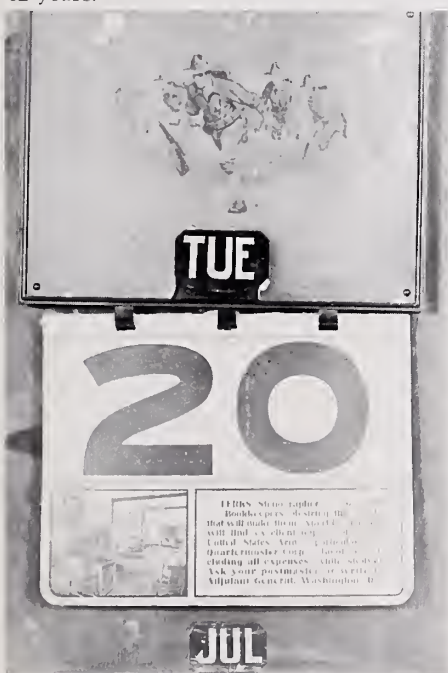
Conspicuously displayed in the lobby of the Post Office at Louisiana, Missouri, a town of 4,000 people, hangs this calendar, which was placed there 42 years ago.

Each day of the month carries a picture showing some phase of Army life and a short paragraph encouraging qualified young men to join the United States Army. The paragraphs deal with generalities of Army life and, with the exception of three dates, remain as true today as they were in 1917.

Evidently the makers of the calendar figured the life expectancy of this recruiting aid to be about five years, because on the reverse side there is a consolidated calendar of the years from 1917 through 1921. However, the calendar is in good repair and is kept up to date every day. Changing the date each morning has become a ritual with the postal employees, according to Mrs. Garnet Chappel, local postmistress.

Barring vandalism, Sergeant Barnes estimates that this silent recruiter easily will last another eight years to complete a half century of service.

A veteran of the value of repetition in advertising, this calendar has pointed out to qualified young men the advantages and opportunities available through a career in the United States Army every day for 42 years.



Basic Training To Graduation Is Theme for New BIG PICTURE

What are public information films? Well, they're as varied as public information itself, and who has written the final definition of that? But many of the points we like to make about our specialty are illustrated beautifully in a new BIG PICTURE release that will be available for telecasting in February.

It is "Operation Discovery," which depicts the life of a young soldier from induction into the Modern Army until his ultimate "graduation" from basic. During the course of the film he "discovers" the why and wherefore of his obligated peacetime service.

The purpose behind the making of this film was to show the viewing public, in an interesting, entertaining, and yet instructive way, what basic training in the Army is all about—what it consists of, what the individual soldier gets out of it, how he is developed by it. "Operation Discovery" will be of particular interest to parents of young men who either are soon to enter the Army or are taking their training at this time. The film is dramatic rather than straight documentary.

Brought out in the film is the abrupt change of pace for the young basic trainee. By the time he finishes his training, however, he has come to the place where he can assimilate this new experience and recognize the perspective it provides. Association with new people—perhaps men he would not have had occasion to know well in other circumstances; the sense of comradeship that inevitably grows out of the sharing of a new experience; the emerging personal pride that slowly builds out of the discovery of abilities and talents never before tested—these certainly are not new attributes of the Army experience. Men of most ages will remember them with some degree of warmth, and perhaps even nostalgia. But they *are* new, and they are important, for every individual man who makes this adjustment, and they are shown in terms of the young soldier whose story is the thread of this film. Introduction to Army life also has its inevitable humorous aspects—the haircut, the square needle, the curious combination of tyrant, hero, and just a little bit of mother that the recruit finds in the experienced non-com.

Although some elements of basic train-

ing are substantially similar to training soldiers have received since World War II, other elements are considerably and dramatically different. Trainfire, for example, is shown in considerable detail.

Eddy Manson, one of this country's top harmonica virtuosos, is featured in this film in an impromptu rendition of "The Ballad of Roger Young," together with Jake Moon, guitarist, ballad singer, and script-writer for some BIG PICTURE episodes.

Manson, who journeyed to Moscow last year with Ed Sullivan, is a recording artist and has performed on many television programs. He's generally rated as one of the best in his field.

The Roger Young ballad, which is used throughout the film, was written by Frank Loesser who was stationed as an enlisted man at the Army Pictorial Center in Long Island City during World War II. The full United States Army Band is heard playing the ballad in march tempo for specific sequences in the film. One of the few songs to survive the war days, it tells the story of the Ohio-born infantryman who died fighting in the Solomon Islands while heroically saving the lives of others.

Except for Manson, Moon and several other "professionals," Service personnel were used in the picture. Among these were Maj General Sidney Wooten, commanding general of Fort Dix, New Jersey; a company and battalion commander of the training regiment at that post; and Fort Dix enlisted men. Also, much of the footage was shot at the New Jersey post.

Richard Allen was project officer for this BIG PICTURE episode; Harry Middleton, writer; James Faichney, director; George Weiss, assistant director; and Frank Argondizza, cameraman.

Recruiters will be pleased to see this film making the TV circuit because it does a fine job of "selling" the United States Army. It is an outstanding public service program, illustrative of the kind of public information work that makes recruiting a pleasure. We think we have something here. Central Film and Equipment Exchanges will have "Operation Discovery" (TV-456) available for television stations initially and then for non-profit screenings upon request.



New Haven, Conn., recruiters made ingenious use of available materials in this effective recruiting display which decorated the RS window on Valentine's Day of 1959. Like the untiring postman, making his rounds through sleet and snow, recruiters do not yield to the seasons except, of course, to such appropriate "seasonal" displays.



The sweethearts of the Army were glorified in this 1959 Valentine window display which was exhibited throughout the First U. S. Army area. The motifs arrive from the vendor, pre-cut, and are quickly assembled for pleasing effect.